

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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POLICY

Voluntary _ Public

Date: 3/14/2014

GAIN Report Number: JA4008

Japan

Post: Tokyo

The WASABI - Hot News from Japan Vol. 10 Issue 2

Report Categories:

Agricultural Situation

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Report Highlights:

USA Pavilion Showcases a Variety of High Quality Foods at FOODEX JAPAN 2014, Pairing U.S. Beef and Japanese Sake, Agricultural Minister-Counselor Addresses Local Government Leaders on Importance of Agricultural Trade, Developing Countries Plant More Hectares of Biotech Crops

The Wasabi

HOT News from Japan - Vol 10, Issue 2
March 14, 2014



USA Pavilion Showcases a Variety of High Quality Foods at FOODEX JAPAN 2014: The U.S. Agricultural Trade Office (ATO) in Japan co-organized and hosted the USA Pavilion at FOODEX JAPAN 2014, the largest trade-only food show in Asia, held March 4-7 in Tokyo, Japan. Over 75,766 trade-only visitors from all over Japan as well as Korea, China, Taiwan, and Southeast Asia attended the show. This year, the USA Pavilion was one of the largest at

the show, with 79 booths featuring over 60 U.S. companies and trade organizations such as the U.S. Meat Export Federation, the Food Export Association of the Midwest and Northeast, the Western U.S. Agricultural Trade Association, the Southern U.S. Trade Association, the U.S. Highbush Blueberry Council, American Indian Foods, Wisconsin Ginseng Board, and the State of Illinois, as well as many other small- to medium-sized U.S. companies. U.S. Ambassador to Japan Caroline B. Kennedy visited the USA Pavilion to meet U.S. exhibitors and make brief remarks to the media. The 2014 USA Pavilion exhibitors reported projected 12 month sales totaling over \$25 million.

Pairing U.S. Beef and Japanese Sake: In Japan, there exists a concept known as "Wayo-settchu," which roughly translates to "a blending of Japanese and Western styles." This notion can apply to many things, including cuisine, and the Agricultural Trade Office (ATO) in Tokyo supported this concept when it helped coordinate a "U.S. Beef – Niigata Sake" pairing event in Tokyo on February 22. The event, attended by print, news television, and other media representatives, was supported by the U.S.



Meat Export Federation, the Niigata Tourism Association, and the Niigata Sake Brewers Association and aimed to raise awareness of how exciting meals and menus can be created by combining U.S. beef recipes with different sakes from the Niigata region of Japan. Additionally, the event highlighted how expanded two-way trade could support agriculture and food cultures in the United States and Japan, as well as raise Japanese public awareness of the versatility and quality of U.S. beef.

"This event is just another great example of the adventurous spirit that both U.S. and Japanese chefs are renowned for," said David Miller, Agricultural Minister-Counselor at the US Embassy in Tokyo. "The pairing of sake and steak shows how flavors we assume might not go together can be combined to create new and exciting dishes that I know will be enjoyed by many people in restaurants and at home."

The concept for this event originated at the annual Niigata Sake Festival where several innovative brewers developed sakes to be served with beef. This combination resulted in amazing tastes that led ATO Tokyo to develop the idea of pairing Niigata sake with U.S. beef recipes to highlight how existing elements of American and Japanese food cultures can be combined to create new menu ideas, urging consumers in both countries to explore such culinary frontiers.



Agricultural Minister-Counselor Addresses Local Government Leaders on Importance of Agricultural Trade:

On February 14, David Miller, Agricultural Minister-Counselor at the US Embassy in Tokyo, attended the 2014 Hyogo-Kobe International Summit. This year's summit, held jointly by the two local governments of Hyogo and Kobe, focused on policies that can strengthen the agricultural sector. Agricultural Minister-Counselor Miller attended the event with U.S. Consul General in Osaka-Kobe Patrick Linehan and spoke about the American Public-Private Partnership in Agriculture and the importance of export markets to agricultural producers. Mr. Linehan chaired the meeting this year as the Dean of the Kansai Diplomatic Corps. The occasion provided a rare opportunity for the political

leaders of Hyogo Prefecture and the City of Kobe to meet with diplomats to exchange ideas and learn each other's efforts to promote agriculture. The event was followed by a reception, where the hosts served Kobe beef, famous sake, and locally produced vegetables.

Developing Countries Plant More Hectares of Biotech Crops:

On February 18, Drs. Clive James, Randy Hautea and Fusao Tomita of International Service for the Acquisition of Agri-biotech Applications (ISAAA) visited the U.S. Embassy Tokyo and had a courtesy call with Minister-Counselor for Agricultural Affairs David Miller and his staff to deliver ISAAA's latest report and to brief staff on the status of global and domestic agricultural biotechnology. ISAAA is a not-for-profit international organization that shares information on the benefits of crop biotechnology with various stakeholders. According to ISAAA, 2013 was the second consecutive year when developing countries planted more hectares of biotech crops than developed countries, and more than 90 percent of the farmers who planted biotech crops were small, resource-poor farmers in developing countries.


